



County of Los Angeles CHIEF EXECUTIVE OFFICE

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WILLIAM T FUJIOKA
Chief Executive Officer

August 30, 2010

To: Supervisor Gloria Molina, Chair
Supervisor Mark Ridley-Thomas
Supervisor Zev Yaroslavsky
Supervisor Don Knabe
Supervisor Michael D. Antonovich

From: William T Fujioka
Chief Executive Officer

Board of Supervisors
GLORIA MOLINA
First District

MARK RIDLEY-THOMAS
Second District

ZEV YAROSLAVSKY
Third District

DON KNABE
Fourth District

MICHAEL D. ANTONOVICH
Fifth District

RENEWED AND EXPANDED GREATER CHINATOWN PROPERTY BUSINESS IMPROVEMENT DISTRICT (AUGUST 10, 2010, AGENDA ITEM 16)

During discussions prior to your Board's approval to support the renewal and expansion of the Greater Chinatown Property Business Improvement District (BID), Supervisor Antonovich requested more information regarding the services provided within the area.

The BID, if renewed, will provide enhanced services, including landscaping, maintenance and sidewalk cleaning, trash collection, marketing and promotions, business interest advocacy, and security services within the area boundaries.

The BID staff provided their 2010 Annual Planning Report (Attachment A) that describes the District's streetscape beautification program including:

- Replacement of street trees along Hill Street with Hong Kong Orchid trees or species indigenous to China to match the Broadway planting completed in 2002. The trees were provided by a Los Angeles civic organization.
- The BID contracted with the Los Angeles Conservation Corps to provide labor for the tree planting and for a few replacements with the right species or because trees died.
- The BID continued to keep Chinatown properties within the area boundaries free of graffiti, with removal occurring less than 24 hours after notification.

"To Enrich Lives Through Effective And Caring Service"

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- The BID assisted in administering the Chinatown Linkages Program that is funded by the Metropolitan Transportation Authority Call for Projects that planted more than 100 new trees, installed 50 Victor Stanley benches and trash receptacles, 100 new pedestrian lights, and the DuraTherm enhanced crosswalks that replaced all crosswalks.
- Crosswalks on Broadway and Hill Street within the BID were resurfaced with a unique Chinese design. Long-term maintenance services of these improvements are provided by the BID.
- The BID continues to provide 24-hour daily sidewalk sweeping and maintenance service.
- Daily maintenance included sidewalk sweeping, graffiti removal, and the removal of all illegal dumping.
- Additional maintenance is scheduled as required for the various special events (Attachment B) that occur over the course of the year. The BID's schedule of Special Benefit Services provided in Zones 1, 2, and 3 is described in Attachment C.

Currently over 2,512 bags of trash are disposed of monthly in the trash compactor located at the Far East Plaza, 727 North Broadway, Los Angeles.

If you have any questions or need additional information, please let me know or your staff may contact William Dawson at (213) 974-3078 or wdawson@ceo.lacounty.gov.

WTF:BC:SK
WLD:SDH:ns

Attachments

ChinatownAgenda#16response08102010bos

Los Angeles Chinatown Business Improvement District 2010 Annual Planning Report

2009 Operating Summary

Marketing and Promotion: In 2010 the Chinatown BID sponsored numerous events ranging from the “Undiscovered Chinatown” Walking Tour, Bi-Weekly Entertainment Series, Chinese New Year Festival, Mid-Autumn Moon Festival with Moonlight 5K Run/Walk & Fun Bike Ride, Firecracker 5/10K Run/Walk, New Chinatown 71st Anniversary Party, Jackie Chan Concert, and much more. A recap of each event follows below:

- **“The Undiscovered Chinatown Tour”** continues to be very popular as a way to introduce many new and returning visitors to the historic Los Angeles Chinatown. We continued to receive many positive feedbacks from individuals who attended the tour and found it to be “informative.” Most would recommend this tour to others. The tour lasts 2.5 hours and the cost is \$20 per person. Approximately 240 people participated in the tour from January 2009 to December 2009.
- The **2009 Year of the Ox** banner, designed by SCI-Arc students, were installed along Broadway and Hill Street through Chinatown just in time for the Chinese New Year celebration. In November 2009, a competition was held at SCI-Arc and 9 designs were submitted for consideration. The winning design was submitted by a group of 3 SCI-Arc students, Ryohei Koike, Hiroyuki Sugiyama, and Yuan Tiaurman, with suggested revisions. The San Antonio Winery was the sponsor for the banners.
- The **110th Annual Golden Dragon Chinese New Year's Parade & Festival** took place on January 31st and February 1st, 2009. Approximately one hundred thousand people were in attendance to enjoy the family oriented event. The BID provided assistance with press releases, security and maintenance detail for this 2-day event.
 - New in 2009, **“The Great Chinatown Hunt,”** organized by Race/LA in collaboration with the BID, held two scavenger type events in Chinatown in celebration of Chinese New Year. Once on Sunday, February 1 from 11am-2pm and again on Saturday, February 7 from 11am-2pm. Teams of 2 to 4 players have a total of three hours to solve a challenging series of clues leading them around Chinatown. The cost was \$35 for each participant. 110 people participated in the 2 events. BID provided goodie bags for all participants as well as the winning teams.
- The BID co-sponsored with the L.A. Chinatown Firecracker Run Committee in producing the **Firecracker Nite ‘n’ Day**. The 31st Anniversary of Firecracker 5K/10K Run/Walk took place on the weekend of February 7-8, 2009. This free event featured music and live entertainment in Central Plaza from 10am-10pm on Saturday along with the inaugural Bike Ride. A carbo-load lunch was available for the registered race participants. On Sunday, the event featured the race and entertainment throughout the day.
- The California Art Club, one of the oldest and most active fine art organization in the country, held one of their quarterly **Paint-Outs** in Chinatown on March 7. The group brought 50 member artists and their friends to the streets of Chinatown where they set up easels and painted the scenery throughout the day. Onlookers were welcomed and were delighted by the talent on display. A reception hosted by the Business Improvement District for the artists took place in front of Fong’s Gift Shop and artists had the opportunity to display their work for all to view. A few paintings were even purchased on the spot.



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- Chinatown's galleries hosted a quarterly series of art walks organized and promoted by the BID. The public was invited to enjoy an evening of art viewing as they stroll the alleyways and courtyards of Chinatown, home to 32 of L.A.'s most cutting edge art galleries and some of the most talked-about exhibitions in the country. "**Chinatown Art Nights**" took place on April 25, July 11, September 12, and December 12, 2009. Some artists and many gallery owners were on hand to answer questions and provide commentary on their exhibitions. The BID worked with MOCA Contemporaries and invited them to bring their members to Chinatown on May 2nd.

- Jackie Chan and Friends concert:** Jackie Chan, the star of the action thriller "Rush Hour," headlined a free concert in Chinatown on June 22 from 6pm – 7:30pm. While in town rehearsing for the remake of "The Karate Kid," Chan chose Chinatown once again as his stage to bring attention to his latest work with youth--encouraging engagement in martial arts and taking pride in one's heritage. Some of the youth with whom he has worked, as well as trained martial artists, performed to the delight of the many fans and huge media presence that night. Chan's singing of "My Beloved Country," his popular new hit in China, was the focal point of the evening and he invited children to join him on stage to sing it with him. The event was sponsored by the U.S. China Artists Union, the China Shandong Laizho Martial Arts Association, the L.A. Chinatown Business Improvement District, and the Los Angeles Chinatown Corporation, with producers Mingzhi Li, Woody Wong, and David Lee.



- The "**Essence of Chinatown**" **Photo Contest** was held from May 23rd – June 22nd where amateur photographers may submit up to 5 entries of photos taken within the last 12 months they deem capture "the essence of Chinatown." Over 150 photos were submitted in 2 categories: 1) People and 2) Building/Objects/Landmarks. Judges include BID, Sing Tao, Mark Common and Gary Leonard. The contest was sponsored by BID and Sing Tao Daily. Winners in the Category of People are: 1st Place (Tied)–Eric Ng, 2nd Place–Judy Gutierrez, 3rd Place–Edwin Steinitz, and Honorable Mention–Wai Mok. Winners in the Category of Building/Landmark/Object are: 1st Place–Wai Mok, 2nd Place–Simon Chau, 3rd Place–Priscilla Kwong, Honorable Mention - Emilie Chen and Gloria Lin. Winners were awarded a combination of cash and gift certificates during the 71st Anniversary Party celebration on June 27th.

- The **L.A. Chinatown 71st Anniversary Party Saluting the 1940's & 1950's** celebration took place on June 27, 2009 at Central Plaza from 7:30-11pm. Programming for the evening included the Pat Longo Big Band, a salute to WWII Chinese-American War Veterans, honoring actress Nancy Kwan and "Flower Drum Song", "The Essence of Chinatown" Photo Winners display, Shaolin Warriors of Chinatown, historic video montage, casino games benefiting CSC Youth Center, and *Chinatown in Los Angeles* book by Jenny Cho.



- Central High School #9** opened its doors to students this fall. BID arranged 2 tours of the school conducted by Executive Director, Rex Patton, for the BID Board Members and community leaders on July 9th and again on July 29th. Everyone was impressed with the building structure; breathe of the curriculum; and the caliber of teachers.

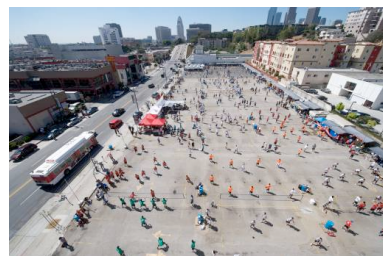
- The **Funk Rumble Block Party** came from an idea generated by Flock Shop owner to generate interest and bring a different set of visitors to Chinatown. The event was held on July 11th from 12pm-10pm at Central Plaza. BID provided maintenance assistance.

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- The **Chinese Consolidated Benevolent Association** celebrated their **120th Anniversary** on July 12th. BID provided staging and performers for the entertainment segment.



- **This year's Chinese American Citizens Alliance** Convention was held in Los Angeles on August 6th. BID hosted a private reception, A Taste of Chinatown, for convention attendees at Central Plaza. The reception included entertainment, tour of the Hong Building and Chinatown Service Center Youths providing food service. BID provided staging and performers for the entertainment segment.
- BID assisted **LA18's Tsou LA's shooting in Chinatown** for their viewers. Bell Tsou interviewed Jenny Cho, author of "Chinatown in Los Angeles" and Helen Hua, "Undiscovered Chinatown" walking tour docent. The episode was aired on Channel 18 on September 3rd. The piece later was uploaded on YouTube and can be seen by searching Tsou LA.
- The **North American Chinese Invitational Volleyball Tournament** took place for the first time in Los Angeles Chinatown over Labor Day weekend from September 5-7 at the parking lot at Hill Street between Ord & Alpine. 1,000+ players and spectators participated from all over the country including teams from New York, Boston, Chicago, Philadelphia, Toronto, Washington and Shanghai; with a large contingency from Los Angeles, San Diego and San Francisco. BID provided Angels Walk, Visitor's Map, amongst other materials for the visiting participants.
- The **Los Angeles State Historic Park** hosted a **campfire** for local Chinatown and Solano Canyon and Chinatown youths on September 19th. BID supported the event by sponsoring the Wild Animal Show & Tell along with a sampling of s'mores for all.
- The annual **mid-autumn Moon Festival** featured added attractions this year, thanks to collaboration with the Chinatown Firecracker Run Committee. A competitive 5K run and a non-competitive 5K walk, dubbed the Moonlight 5K Run/Walk, and a Fun Bike Ride took place in conjunction with the annual festival held in Central Plaza. Over 500+ bikers and runners participated in what turned out to be perfect weather. Later that evening, astronomers from the Griffith Observatory estimated nearly 600 individuals lined up to view the moon and Jupiter using their telescopes. Their presence has become a popular annual attraction for the community.
- **Town Hall Meeting** is scheduled to take place on Wednesday, December 9, 2009, at West Plaza. Invites have gone out to stakeholders, community members & leaders and representatives from elected officials who were in attendance. Currently, Councilmember Ed Reyes from Council District 1 will be in attendance. The Fire Chief has also been extended an invitation. This will provide the community with an opportunity to ask questions regarding the services provided and what to look forward to in 2010.



- **Free Bi-Weekly Entertainment:** Began in March 2006, the bi-weekly entertainment still continued with the Shaolin Warrior's of Chinatown among other acrobatic feats in Chinatown.
- **Filming in Chinatown:** BID has been instrumental in working with Film LA to direct production companies to our office for input on potential sites in Chinatown. Examples of films and still photography include: AARP, Action Pack, Alvin & the Chipmunks, Castle, Cold Case, Dark Blue 109, Five Customs, FlashForward, GE, Gigantic, Give Back, One, Parenthood, Project Renaissance, Recycle Here, Southland, Taco Bell, Tandberg Communications, The League, Untitled Family Wedding Project, Volvo, and VW GT. BID has taken an

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active role in directing the production companies to the proper property owners and merchants to make every effort to ensure that the affected merchants, property owners, and stakeholders are notified. At the very least, this has resulted in Chinatown becoming more filming friendly; featured in more productions that leads to a higher profile for Chinatown; and resulted in a much more equitable distribution of production money to the rightful payees.

Streetscape Beautification:

- The BID continues to be diligent in keeping Chinatown properties free of graffiti with removal occurring less than 24 hours after notification.
- Trees along Hill Street has been replaced with Hong Kong Orchids or specie indigenous to China to match the Broadway planting that was completed in 2002. The trees were provided by the Mayor of Los Angeles's Million Tree Project.
- As part of the **Chinatown Linkages Program, funded by the MTA Call for Projects**, 100+ new trees, 50 Victor Stanley benches and trash receptacles, 100 new pedestrian lights, DuraTherm enhanced crosswalks replaced all crosswalks on Broadway and Hill Street with a design unique to Chinatown were installed in Chinatown. The Chinatown BID assisted in administering the program and provides for the long term maintenance. In addition to the Streetlight Project, Los Angeles' Bureau of Street Services started the **sidewalk enhancement** earlier this March. The Chinatown Linkage Program has greatly enhanced the community making Chinatown safer, more attractive, and pedestrian friendly.



Maintenance: The BID continues to provide 24 hours of daily sidewalk sweeping and maintenance. Currently over 2,512 bags of trash are disposed of monthly into the Trash Compactor located at the Far East Plaza, 727 North Broadway, Los Angeles. The Tennant Litter Hawk and 8210 Auto Scrubber are scheduled to cover all sidewalks on a routine basis.



In 2009, the expanded district boundary reflects northbound to Cottage Home Street, westbound to include Westside of Yale Street, eastbound to eastside of Alameda Street and southbound to Cesar Chavez except two parcels

Daily maintenance included sidewalk sweeping, graffiti removal, and the picking up of illegal dumping.

Additional maintenance deployment scheduled as required for the various special events.

Security: The Chinatown BID continues to provide 40 hours of private security patrol 24 hours daily. Day shift starts at 6:00 am with a second officer starting at 8:00 am. Afternoon/evening shift starts with two officers at 2:00 pm to 10:30 pm. The overnight shift is a mobile officer starting at 10:00 pm to 6:30 am. The overnight patrol also includes patrolling the residential neighborhoods immediately surrounding the BID. With the overnight patrols driving through the 'Forgotten Edge' neighborhood, the BTFMV activity decreased dramatically. The benchmark and basis for comparison from LAPD Central Area statistics showed a continued decrease in Total Part I Crimes within the Chinatown BID boundary area. As with maintenance, additional services were provided during the events to project an improved image of Chinatown to the visitors.

- Weekly Tuesday morning Crime Analysis Detail (CAD) meetings held at the LAPD Central Area Station were attended by BID personnel. The weekly CAD meeting allows the BID security team to interact and exchange valuable information with LAPD officers and commanders. Monthly Central Area Community Policing Advisory Board (CPAB) meetings at El Pueblo were attended. Quarterly 1A1 meetings were coordinated with LAPD SLO Ken Lew and involved neighborhood watch groups in

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addition to other major stakeholders in the 1A1 area. By maintaining constant direct communications with LAPD, CBO's, merchants, residents, and Family Associations, public safety within the Chinatown community continues to be at an all time high.

- The Chinatown BID continues to contract with Preferred Response Security Services, a privately owned firm. The Chinatown BID continues to provide 40 hours of private security patrol 24 hours daily. Day shift starts at 6:00 am with a second officer starting at 8:00 a.m. Afternoon/evening shift starts with two officers at 2:00 p.m. to 10:30 p.m. The overnight shift is a mobile officer starting at 10:30 p.m. to 6:00 a.m. Additional deployment are being discussed to begin January 1, 2009 due to the expanded BID areas involved.

Program Management: Included in the Program Management component are the costs for an Executive Director and assistant, the Chinatown BID continues to occupy office space and storage space including maintenance supplies, and parking including all monthly committee, Board, and various meetings as well as parking for the two Tennant sidewalk scrubbing equipment, for \$600 per month.

Law, Chin and Mar LLP continued to provide Accounting services for the Chinatown BID.

2010 Chinatown BID Plans

- 1. Improvements and Activities Proposed for 2010:** 2010 will continue with minor capital improvements in the form of tree planting, street furniture, maintenance of those capital improvements, sidewalk and gutter cleaning programs, trash pickup, banner program, security services, an ambassador program, district signage, marketing and promotion of the business district as a destination point, serving as a planning and advocacy group related to the major developments in and around Chinatown, administration of the district, and a contingency budget.

The Chinatown Business Improvement District proposes to:

*Sweep and remove trash from sidewalks, gutters, streets and alleyways

*Graffiti removal within 24 hours of occurrence

*Provide private security services in the public right of way to make visitors and residents feel more safe, secure and comfortable both day and night

*Provide goodwill ambassadors and tourist information kiosks

*Continue to update marketing materials promoting all Chinatown Businesses

*Publicize and promote Chinatown as a shopping, dining, and tour destination

*Organize festivals and events to bring visitors and businesses to Chinatown

*Represent Chinatown property owners with a strong and united voice

*Ensure that Chinatown businesses and property can qualify for government grants to boost retail business and to develop tourism

*Fund special "Clean, Safe and Beautiful" services to enhance the quality of life for the community

*Disseminate business support services to increase business activity and overall commerce

In 2010, Chinatown BID will focus on these services:

1. Marketing and promotion of Chinatown through brochures, special events, etc.
2. Public safety, provide security, deal with the homeless
3. Maintenance of the area including daily sidewalk sweeping, steam cleaning, tree planting and maintenance, etc
4. Parking issues

Marketing and Promotion: In 2010 the Chinatown BID will continue to improve the image of Chinatown in the following way, but not limited to: assist Chinese Chamber of Commerce of Los Angeles in the production of the Chinese New Year Festival and Moon Festival, participation in the Annual Asian Pacific American Heritage Month (APAHM) planning committee, operation of the Dodger Shuttle for the 2010 baseball season should the opportunity arises, the 72nd anniversary of New Chinatown, and the Chinatown Summer Nights series of events in addition to Bi-Weekly Entertainment. By working closely with major events produced at Los Angeles State Historical Park, Chinatown

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merchants and restaurants can continue to benefit from cross marketing opportunities from event attendees.

Chinatown District Identity: 2010 is the Year of the Tiger. The Chinatown Street Banner will be installed in late-January 2010 with over 160 street light banners prior to the Chinese New Year celebration in Los Angeles Chinatown.

The following are strategies to accomplish the 2010 Marketing Goals:

<u>Marketing and Promotions</u>	<u>Annual Costs</u>
Advertising, radio, newspaper, etc	\$26,800
Business district Brochure distribution	\$18,900
Event (10 events)	\$108,400
Banners	\$32,000
General Marketing (website, signage, etc,)	\$15,000
Consultants (Marketing & Strategic Plan)	\$42,000
Total Annual Estimated Costs	\$243,100

TOTAL ESTIMATED ANNUAL MARKETING COSTS:

\$243,100.00

Streetscape Beautification: A few trees will need to be replaced with the right specie or because they are dead. Discussion with City Council District 1 continues. Chinatown Linkage Project will provide the funding of the trees; the Chinatown BID will contract the Los Angeles Conservation Corps (LACC) to provide labor for the planting.

Maintenance: In 2010, the Chinatown BID will continue to contract the Los Angeles Conservation Corps (LACC), to provide services for district maintenance. LACC will continue to operate two Tennant equipments, a Litter Hawk and an 8210 Auto Scrubber. Both pieces of equipment will continue to be leased by the Chinatown BID to provide enhanced services for daily sidewalk sweeping and maintenance.

These maintenance personnel will also be used as the eyes and ears of the Chinatown BID Security team, identifying potential problem spots in the district. It is envisioned that the maintenance employees of the district will perform the following functions to provide systematic maintenance to the business district 365 days per year:

Shifts: (1) four-man shift during the daytime
 (1) four-man shift during the afternoon
 (1) four-man shift for early evening hours

Tasks	Frequency
Sidewalk and gutter sweeping	7 days per week
Steam Cleaning	On rotational schedule
Graffiti Paint Out	As needed within 24 hours
Tree and shrub planting	As needed
Tree and plant watering	As needed
Tree trimming, weeding	As needed

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Guests relations	As needed
Trash can emptying	Many times per day/week
Removal of street litter	Daily
Maintenance of improvements	As needed
Maintenance of signage	As needed
Placement of Decoration	Seasonal
Installation of banners	Seasonal
Removal of bulky items	As needed
Reporting on hazards to City	As needed

The following is an estimate of the 2009 maintenance and cleaning services in Chinatown:

Shifts: (1) four-man shift on an 8 hour interval from 6:00 am – 2:30 pm daily
(1) three-man shift on an 8 hour interval from 12 noon – 8:30 pm daily

Sidewalk Sweeping/Maintenance:	\$280,000.00
Recycling & Disposal Services	\$6,000.00
Graffiti Removal	\$24,000.00
Wishing Wells Maintenance	\$2,400.00
Equipment	\$40,800.00
Supplies:	<u>\$4,000.00</u>

TOTAL ESTIMATED ANNUAL MAINTENANCE COSTS: \$357,200.00

Security: The Chinatown BID will continue to contract with Preferred Response Security Services. The Chinatown BID continues to provide 40 hours of private security patrol 24 hours daily with (1) 8 hour shift reduction on Tuesdays, Wednesdays and Thursdays. 24/7-coverage will be maintained.

Shifts: Day shift, one officer from 6:00 am – 2:30 pm daily
Day shift, one officer from 8:00 am – 4:30 pm daily
Afternoon shift, two officers from 2:00 pm – 10:30 pm daily
Overnight shift, one mobile officer from 10:30 pm – 6:00 am daily

By continuing to maintain direct communications with LAPD, LASD (contracted to provide security to the Gold Line and DASH stops), CBO's, merchants, Family Associations and residents, Chinatown Public Safety Association, awareness and morale within the Chinatown community is at an all time high.

Security Personnel Related:	<u>\$328,000.00</u>
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ESTIMATED ANNUAL SECURITY COSTS: \$328,000.00

ADMINISTRATIVE/ADVOCACY COMPONENT:

The L.A. Chinatown Business Council will administer the district on behalf of the stakeholders paying into the district. It is recommended that the district be staffed by a bilingual (English/Chinese), full-time, Executive Director/District Manager, or outside management company, who will also need the aid of a full-time Operations Coordinator to oversee the delivery of services for the two Benefit Zones, as well as clerical support. All costs listed include anticipated payroll related expense, insurance and benefits.

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The Executive Director or district manager may be an employee of the Corporation or a contracted service and is envisioned to be an active resource interacting with all district property and business owners, local officials, the media, the public service sector and the Chinatown community at large.

<i>Total Anticipated Personnel Costs for Executive Director and staff:</i>	<i>\$213,098.00</i>
<i>Total Anticipated non-personnel business expenses</i>	<i>\$71,000.00</i>

TOTAL ESTIMATED ANNUAL STAFF/MANAGEMENT COSTS: \$284,098.00

BUSINESS DEVELOPMENT COMPONENT:

To maintain Chinatown as an authentic business community equates to working with small business operators that give their livelihood to the community. LACBC is dedicated to aid the small business owners and entrepreneurs in Chinatown to upgrade storefronts, provide translating services, and outreach to the small business and property owners.

Therefore, funds representing approximately 0.25% of the overall budget will be set aside to provide these business development services.

TOTAL ESTIMATED ANNUAL BUSINESS DEVELOPMENT COSTS: \$3,200.00

CONTINGENCY FUNDS:

A 1.5% of total anticipated revenue had been set aside for the County of Los Angeles to collect the assessment district dollars and the City Clerk's office to process the paperwork related to the Chinatown BID and its operations. This fund will also accommodate those property owners who refuse to pay into the assessment district. Though County legal action will occur should a non-payment occur, the budget acknowledges that a small percentage may be delinquent. Therefore a sum is set aside for contingencies.

TOTAL ESTIMATED ANNUAL CONTINGENCY FUNDS: \$18,301.00

RESERVE FUNDS/SPECIAL PROJECTS:

To maintain the flexibility for non-budgetary items, a "Reserve Fund" had been set aside which represents about 3.25% of the budget to allow for such flexibility.

TOTAL ESTIMATED ANNUAL RESERVE/SPECIAL PROJECTS COSTS: \$26,000.00

3. The Method and Basis of Levying the Assessment in Sufficient Detail to Allow Each Property Owner to Calculate the Amount of the Assessments to be Levied.

The method of financing the district is by the levy of assessments on real property that benefits from the funded improvements and activities. This represents a "benefit assessment district" as defined in the California Streets and Highway Code. There are three basic factors in determining individual assessments. These factors include: 1) linear frontage, 2) land area and 3) building square footage. The assessments are apportioned to property owners as follows: 30% to linear frontage, 30% to lot size and 40% to building size. The higher percentage of assessments is apportioned to building square footage due to the fact that the building on the lot determines the value and use of the property. Building size and function determines the highest and best use of the land in Chinatown.

The budget for Benefit Zones 1 and 2 will be based upon the following gross variables: 17,936.94 in linear frontage, 2,411,322.3 in gross lot size and 2,356,632 in gross building square footage. **The 2010 anticipated revenue to Benefit Zones 1 and 2 is \$1,259,899.00.**

The costs associated with the services to be provided will be distributed among the property variables in the various Benefit Zones as follows. The variables related to lot size and linear frontage should remain constant over the life of the district. It is only the building size changes on the affected parcels that have the potential for changing over the life of the district. Benefit Zone 2 property owners will pay 80% of the costs, per variable, that Benefit Zone 1 property owners will pay.

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Gross Variables for Budget Calculations, Benefit Zone 1 and 2

Benefit Zone	Gross Linear Frontage	Gross Lot Size	Gross Building Size
1	4,823	734,487	711,626
2	13,113	1,679,351	1,645,006

Costs Per Variable Per Year, Benefit Zones 1 and 2

Benefit Zone	Frontage Annual Costs Per Linear Foot	Lot Size Annual Costs Per Square Foot	Building Size Annual Costs per Square Foot
1	\$21.00	\$0.14310	\$0.21
2	\$16.80	\$0.11448	\$0.168

ATTACHMENT B

CHINATOWN SPECIAL EVENTS 2010

• Annual Chinese New Year Event	\$ 22,000
• New Chinatown Anniversary Event	24,000
• Chinatown Farmer's Market	10,000
• Bi-weekly Entertainment in Central Plaza & West Plaza	36,000
• Moon Festival	10,000
• Advertising & Marketing Expenses	28,000
• BID Newsletter content & print	20,000
• General marketing, website & signage	12,000
• Public relations & marketing consultant	30,000
• Streetlight banners	32,000
• Marketing event contingency	54,000

Total: \$278,000

ATTACHMENT C

<u>Special Benefit Services</u>	Zone 1	Zone 2	Zone 3
Private Security	Daily	Daily	Daily
Regular Sidewalk Sweeping	7 days/wk	7 days/wk	7 days/wk
Steam Cleaning	2-4 times/yr	2-4 times/yr	2-4 times/yr If feasible
Beautification/Landscaping	As funding Permits	As funding permits	As funding permits
Enhanced Trash Emptying	Daily	Daily	Daily
Removal of Bulky Items	As needed	As needed	As needed
Graffiti Removal w/in 24 Hrs	As needed	As needed	As needed
Enhanced Tree Planting & Maintenance	As needed	As needed	As funded & scheduled
Parking Assistance	As needed	Not Applicable	Not Applicable
Special Events	Seasonally	Seasonally	Not Applicable
Marketing & Promotions	Based upon Programs	Based upon Programs	Not Applicable
Advertising	As determined	As determined	Not Applicable
Administration	Ongoing Oversight	Ongoing Oversight	Ongoing Oversight

NOTE: Zone 3 parcels are only assessed based upon linear frontage and collectively constitute 24% of the total linear frontage in the renewed and expanded BID yet contribute 11% of the overall assessments. (County parcels are in Zone 3.)